

**Perancangan Komunikasi Visual Game Edukasi Marbel Guna
Mempertahankan Posisinya Sebagai Game Edukasi Untuk Anak Usia
2-12 Tahun**

SEPTI YULIANA

(Pembimbing : BERNARDUS ANDANG PRASETYA ADIWIBAWA, ST, M.Si, Annas Marzuki Sulaiman, M.Sn)

Desain Komunikasi Visual - S1, FIK, Universitas Dian

Nuswantoro

www.dinus.ac.id

Email : 114201101076@mhs.dinus.ac.id

ABSTRAK

Marbel adalah permainan edukasi untuk anak-anak usia 2-12 tahun, Marbel berbasis mobile, dapat digunakan atau dimainkan melalui media elektronik diantaranya yaitu handphone, tablet, iPad, dan iPhone. Marbel juga telah memperoleh penghargaan Second Winner Industry Creative Festival 2012 Kemenperin, First Winner Rock Star Pro Developer 2013 dan First Winner INAICTA 2013. Namun, saat ini mulai adanya perusahaan game di Indonesia yang turut serta membuat game edukasi, selain itu adanya game edukasi dari luar negeri mulai masuk ke Indonesia dengan menggunakan bahasa Indonesia membuat posisi game Marbel sebagai game edukasi mulai terancam. Oleh karena itu perlu adanya perancangan komunikasi visual guna mempertahankan posisi game Marbel sebagai game edukasi untuk anak usia 2-12 tahun. Perancangan komunikasi visual dilakukan melalui perancangan visual dan media yang informative dan efektif. Dasar perancangan dilakukan melalui penelitian dengan menggunakan metode penelitian kualitatif. Data penelitian diperoleh melalui wawancara dan dokumentasi. Metode analisis data yang digunakan adalah SWOT sebagai alat penetapan strategi pemasaran, strategi media, dan strategi kreatif. Pilihan media utama adalah video testimony orang tua dan merchandis berupa banal, thumblr, celengan dan barang-barang kegemaran anak lainnya, dengan menggunakan media yang berkaitan erat dengan orang tua dan anak-anak diharapkan akan meyakinkan orang tua bahwa pilihan menggunakan game Marbel sebagai media pembelajaran anak sangatlah tepat dan menjaga loyalitas konsumen dari game Marbel.

Kata Kunci : Media Pembelajaran, Permainan Anak, Permainan Edukasi, Permainan Interaktif

**Visual Communication Design Of Marbel Education Game To
Maintain Position As Education Games For Children Age Of 2-12
Years**

SEPTI YULIANA

(Lecturer : BERNARDUS ANDANG PRASETYA ADIWIBAWA, ST, M.Si, Annas Marzuki Sulaiman, M.Sn)

*Bachelor of Visual Communication Design - S1, Faculty of
Computer Science, DINUS University*

www.dinus.ac.id

Email : 114201101076@mhs.dinus.ac.id

ABSTRACT

Marbel is educational games for children aged 2-12 years old, Marbel mobile-based, can be used or played through electronic media among which mobile phones, tablet, iPad, and iPhone. Marbel has also won Second Winner Industry Creative Festival 2012 Ministry of Industry, First Winner Rock Star Pro Developer 2013, and First Winner INAICTA 2013. However, now starting their gaming company in Indonesia who participated to make educational games, in addition to their educational game from the outside the country started to go to Indonesia using Indonesian making positions Marbel games as an educational game in danger. Hence the need for the design of visual communication in order to maintain its position as the Marbel game educational game for children aged 2-12 years. The design of visual communication is done through visual design and media were informative and effective. Basic design is done through research using qualitative research methods. Data were obtained through your interviews and documentation. Data analysis method used is the SWOT as a set of tools marketing strategy, media strategy, and creative strategy. Selection of primary medium is video testimony of parents and merchandise be banal, thumblr, piggy bank and stuff penchant other children, with the use of media that is closely related to the parents and children are expected to reassure parents that the choice of using game Marbel as a medium of learning the child is appropriate and keep the loyalty of Marbel game.

Keyword : Educational Games, Interactive Games, Kids Games, Learning Media